



**ORGANIZATION NAME** ..... Flathead CVB  
**PROJECT NAME** ..... Madden Insert  
**APPLICATION COMPLETED BY** ..... Dori Muehlhof, Executive Director  
**DATE SUBMITTED** ..... July 30, 2008

Approval Requested:

XXX      Final

Preliminary

### **Project Overview**

The Flathead CVB has participated in the Madden Insert co-op program for the past two years as a co-op partner with Glacier Country. This year the Flathead CVB would like to place our own ad, to better create awareness of Montana's Flathead Valley. We would place a quarter page, 4-color ad in the co-op program.

This will be a winter piece, inserted into 600,000 demographically & geographically targeted newspapers on Oct. 26, 2008. An integrated landing page on vacationfun.com, an email campaign, search engine marketing and reader service will also be part of this effort.

### **Project Objectives**

1. Increase inquiries to the call center by 5% over FY'07.
2. Increase use of the web site by 10% over FY'07
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 1% over FY'07
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County & Lake County by 1% over FY'07

*These objectives support the following marketing goals:*

- *Increase awareness of the Flathead Valley as a year-round destination.*
- *Increase visitation & length of stay among resident and non-resident travelers.*
- *Increase return visitation.*

### **Support of the FCVB Marketing Plan**

This co-op program is targeted, with a winter message to help build our shoulder seasons and generates thousands of leads.

### **Support the Travel Montana Strategic Plan - YES**

This project meets the following objectives:

- A.2.1: Coordinate Advertising to Maximize State, Regional & Private Return on Investment
- A.3.2: Promote Off-Peak Weekend Getaway Packages/Events to "Nearby" Markets
- A.3.3: Capture More Pass-Through Travelers with Mini-Packages
- A.5.1: Refine Montana's Niche in the Destination Ski Market & Snowmobile Markets
- A.5.2: Package Skiing & Snowmobiling with Other Activities
- A.5.3: Expand "Alternative" Winter Activities
- A.6.3: Use Local Historical/Cultural Attractions to Enhance Venue Offerings
- C.6.1: Encourage Strategic Partnerships for Cooperative Project Funding
- C.6.2: Identify Opportunities to Pool Public & Private Marketing Dollars

### **Method of Project Evaluation**

Quantifiable lead generation  
Web Link Traffic

### **Budget**

Consumer Marketing: Print Placement  
Madden Insert Co-op ..... \$3,954

**Total Budget** ..... **\$3,954 (Consumer Marketing: Print Placement)**

### **Flathead Convention & Visitor Bureau**

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